

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Festival on the Green Subcommittee
Tuesday, September 3, 2013
5:00 pm**

Minutes

Present: Tom Birkenholz, Kathy Hawkins, Ginny Walton, Rick Brosseau, Millie Brosseau, Betsy Paterson (arrived at 5:15)

Staff: Cynthia van Zelm, Kathleen Paterson, Sarah Delia

1. Call to order

Kathleen Paterson called the meeting to order at 5:06 pm.

2. Public comment

There was no public comment.

3. Approve minutes of August 19, 2013

Rick Brosseau made a motion to approve the minutes of August 19, 2013.

Tom Birkenholz seconded the motion.

The Minutes were approved unanimously.

4. Update on committee tasks

Activities: Ms. K. Paterson reported that the Festival bags came in today. The Partnership is currently collecting materials to put in the bags. **Sarah Delia will do a test case to make sure the markers work with the fabric bags. (Done)**

There are a couple of late additions to the activity booths.

The packets for the activity booths went out today.

Ms. K. Paterson reported that she has had difficulty finding a vendor to do the pony rides. As there are several other activities, the pony rides may not happen this year.

Advertising: Ms. K. Paterson said the Celebrate Mansfield Weekend brochures did not come in today. She also checked with the committee about the distribution of flyers that were handed out at the last committee meeting. **She will send out a reminder to the committee to get the flyers out.**

Ms. K. Paterson reserved ads in the Daily Campus. She contacted the Reminder News and the Festival notice will go out in the next two weeks. The Chronicle has given the *Festival* the full back side of the Shopper and the full back side of the Weekend Album as well as two black and white ads. A piece

appeared in the American Profile, the date was sometime the week of August 26. **Ms. K. Paterson will acquire a copy. (Done)**

Cynthia van Zelm and Mr. Brosseau will appear on the Wayne Norman show on September 19.

Art: The selection committee, comprised of Ms. K. Paterson, Kim Bova and Ted Yungclas, reviewed the artwork and sent letters to the artists who were chosen.

Food: Ms. K. Paterson said there are 5 restaurants currently confirmed as food vendors, Baja Café, Dog Lane Café, Domino's, EO Smith Safe Grad, and Sara's Pockets. Two others are tentative, Gramma's Comfort Food and Subway.

Low-waste Event: Ginny Walton brought up the possibility of asking FroyoWorld and Peachwave to use green containers during the hours of the *Festival*. **Ms. Walton will call and ask them if they would be willing to do this.**

Ms. Walton has ordered eating utensils and containers for the *Festival*. **She will also contact the food vendors about supplies and packaging to be sure they are recyclable.**

G. Walton said the Festival is aiming for 90% recycled this year.

Music: Rod Rock is planning on attending the next two meetings according to Ms. K. Paterson. There were no other updates for music.

Parade: Mr. Birkenholz reported that there are over 500 people currently planning to march in the parade, including the UConn Marching Band and the EO Smith Marching Band. There are still a couple groups he hasn't heard from. **Mr. Birkenholz will send out a reminder today or tomorrow. A few parade wranglers will be needed from 10am to 1pm.**

Villari's marchers will gather at the Villari's building and then walk over to the parade site. The EO Smith Band will gather at EO Smith and walk over to the parade staging area as well. Mr. Birkenholz talked to the UConn Marching Band contact about band members not driving to the parade site.

There was still a question about politicians marching in the parade. Betsy Paterson felt that the politicians would march with their political party. Washington politicians may march, but are not yet confirmed.

There was no update for the Grand Marshal.

Mr. Birkenholz will contact Janet Kozin who is the secretary in the Athletic Office at EO Smith about the EO Smith teams that may be participating. Mr. Birkenholz spoke to a person from the Shriners and will follow up after the *Festival* about having them in the Parade next year.

Set-up: Ms. K. Paterson distributed the Festival site plan for the rain contingency inside EO Smith. A decision will be made on Saturday at 5:00pm if the rain contingency will be put into effect. Calls will be made to inform everyone about the change. Items were grouped in areas that made sense, the music performances will be in the Auditorium, the food vendors and cooking demonstrations will be in the

Cafeteria. There was discussion about the recycling containers; a decision would need to be made as to where they will be placed inside EO Smith.

If the parade is cancelled due to rain, the Marching Bands can play in the Auditorium.

Sponsors: Ms. van Zelm listed the current sponsors and said that there are no new sponsors from the last report.

Volunteers: Altrusa will staff the Art tent. Ms. K. Paterson has communicated with Community Outreach; she has also emailed several groups, but hasn't heard back from them. Several groups will probably decide closer to the *Festival* to participate.

A few seniors from EO Smith have an activity booth at the Festival and the Leos from EO Smith will also bring a group of volunteers.

Ms. K. Paterson will check with John Armstrong about students who would need Community Service hours at UConn.

5. Master Event List

Ms. K. Paterson handed out the current Master Event List and mentioned that some confirmations came in after she printed the list. The members reviewed the list.

Ms. K. Paterson asked Ms. Walton to contact Mike Taylor (and Ilze) about using compost containers.

6. Review Supplies Needed List

Ms. K. Paterson asked everyone to review the list and check if they could bring the supplies that were listed. Discussion ensued and revisions were made to the list. **Ms. K. Paterson will update the list and distribute for the next committee meeting.**

7. Updates on Celebrate Mansfield Weekend

The Grand Opening will be Friday, September 20 at 11:00am. The *Funky Dawgze* will perform before and after the ceremony; there will be additional musical groups playing from 1:00 pm to 7:00 pm. Friday evening the Community Center is sponsoring Family Fun Night from 6:30 – 9:30 pm. At 7:00 pm, StoDoArts will sponsor a movie, *Grease*, at UConn's von der Mehden Hall for a \$5 admission fee.

There are no updates for the events planned for Saturday afternoon. The Mansfield Community Center will sponsor a Free Mansfield Day, and there will be music at the Farmer's Market from 3:00 pm – 6:00 pm. There will be a Puppet Slam at the UConn Fine Arts Studio Theatre at 8:00 pm and 10:00 pm.

Ms. K. Paterson will speak with the Area Captains for the Festival and they may attend the next few meeting of the Festival Subcommittee.

7. Adjourn

The meeting adjourned at 6:27 pm.

Minutes prepared by Sarah Delia